



Community Outreach Presentations: Promoting Your CD Message

A 20–60 minute presentation at local civic, business and fraternal organizations is a great way for your conservation district to provide public information and education on your issues, programs and natural resource concerns.

If you have not added public speaking engagements in your communication and marketing outreach, consider adding six to twelve speaking events (presenting one or two times a year helps elevate your presence and visibility) in your local communities. Speakers from your Conservation District and USDA Service Center can include:

- ◆ Conservation District Board Chairperson
- ◆ One of your 5 – 7 board of supervisors (rural and urban)
- ◆ Conservation District Administrator
- ◆ NRC District Conservationist and/or other NRCS staff
- ◆ Coordinated panel effort between CD, NRCS, FSA
- ◆ Weed and Pest District
- ◆ MSU Extension Service, county agent or other staff specialist
- ◆ Other locally elected officials (city council, county commissioner, planning department)
- ◆ Key land owners, land managers and/or natural resource managers

Civic, business, fraternal and community groups are always seeking speakers and engaging topics during their business meeting. By contacting and scheduling either the Education Committee chairperson, President and/or club secretary, you'll be able to find out what opportunities exist in promoting your local conservation district. Here are a few organizations you can contact to build your Public Outreach / Marketing efforts in your local communities:

- ◆ Local Chamber of Commerce
- ◆ Chamber of Commerce, Leadership Program (9 months) Ag or Natural Resources Day
- ◆ Economic Development
- ◆ Rotary (meets weekly)
- ◆ Kiwanis
- ◆ Jaycees
- ◆ Lions
- ◆ Fraternal (Elks, Moose, VFW)
- ◆ Women's Auxiliary
- ◆ Local Farm Bureau
- ◆ Local Stock Growers
- ◆ Other local agricultural groups
- ◆ Local community foundations
- ◆ Extension Service and other related MSU Extension Groups
- ◆ Local Planning Boards, city or county
- ◆ Other—often your local Chamber of Commerce has a community organization roster; contact them to gather your local contact list!

Developing your public outreach program is work. With a planned communication, marketing and public outreach plan in place, you can advance your efforts one speaking effort at a time. Plan on taking business cards, handouts and other information for the organization attendees. And, be sure to have a picture taken during the presentation. Capturing a photograph and utilizing audience and speaker photos help provided a nice visual in your next annual report, as well as content for newsletters and website content.